

Look-Book


..... of

HIGH-CONVERTING LANDING PAGES

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*Real Landing Page Examples From Industry Experts
to Help Inspire Your Conversion Path Creation!*

1) Vitberg, LLC.



VITBERG LLC
Online Marketing Agency

The Partner's Guide to Content Marketing

How to Turn Thought Leadership into More Site Traffic, More Leads and More New Business

Get your content published, promoted and shared, and fill the top of your sales funnel with prospects that want to see or hear what you have to say.

Inside this Partner's Guide:

- What content marketing is and how it can grow your business
- Revealed: the top 5 most effective content marketing tactics
- 20 key benefits of content marketing
- How to tie content marketing into your sales cycle
- 29 easy to find sources for getting content
- How much are firms spending on content marketing programs?
- 4 powerful ways to leverage your current content for more site visitors and leads






...And much more!

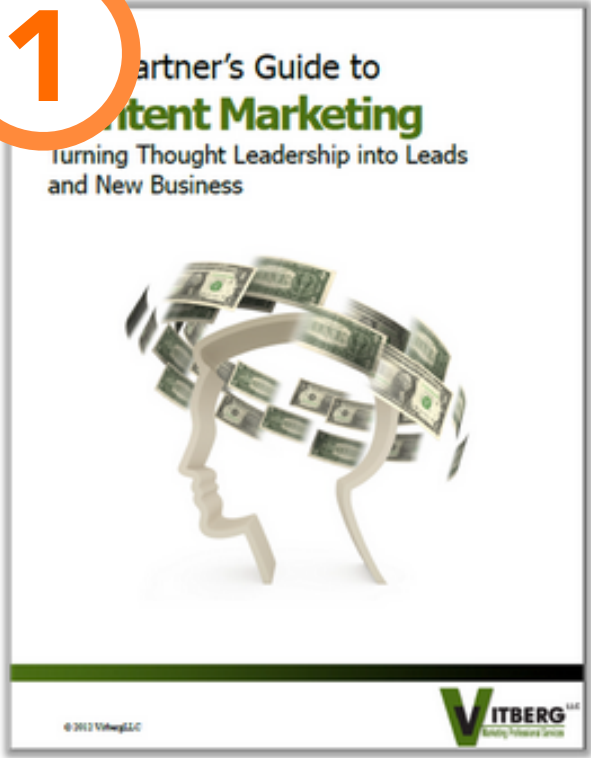
Learn how to use content marketing as a powerful complement to 1:1 marketing, for greater ROI from your marketing budget, and for giving the reluctant rainmakers in your firm a greater role in new business!

Simply complete and submit the form, or call us today at 585.425.2552.

Special Feature: Quality Content Rules! An Editorial by Laura Sparks, Owner, Creative Sparks and Editorial Director of The Association for Accounting Marketing

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Partner's Guide to
Content Marketing
Turning Thought Leadership into Leads
and New Business

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1. Content Image Pops
2. Digest Email Subscription
3. Social Sharing buttons are easy to locate

2) Scalable Social Media.



Free Your Marketing From the Grip of 17 SEO Myths

1



Free Ebook

Share This Offer:



SEO doesn't take nearly as much time when you only do what works!

Every adorably-named Google update (Panda, Penguin, Hummingbird) brings about a change to our thinking on SEO, and over the last ten years or so, the changes have been tremendous!

Where keyword stuffing and buying links used to be the standard, today's SEO is much different, and a lot more authentic (hooray!).

Let's separate the SEO unicorns from the workhorses, the Sasquatch from the - well, you get the idea. We'll debunk 17 of the biggest myths still plaguing online marketers in 2014. Included are answers to the following:

- Are meta descriptions still important for SEO?
- Should I spend more time on getting links, or creating content?
- Do inbound marketing and SEO work together?

Get your ebook now and stop spending time on things that just don't matter (or could even hurt you) today. We'll send a quick email with the download link in case you lose your copy, but you might even want to print it out for your next marketing meeting.

2

Enjoy!

Alisa (AKA Myth-buster #2)

3

SEO Myths

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Website URL *

What is your biggest marketing challenge?

Let's Bust 'Em!

Why is it awesome?

1. Compelling graphic
2. Copy is not too long
3. Creative and unique form button

3) Weidert Group.

WEIDERT GROUP
full-service inbound marketing agency

Forward-Looking Marketing: 14 Usable Predictions of Change in 2014

The Road to Success Lies Ahead of the Curve!

Predictions are about anticipating the future.
Solutions are about changing it.

Last year, inbound marketers everywhere saw a flurry of changes that caught nearly everyone by surprise. This year, instead of taking a reactive approach, stay ahead of the curve by proactively strategizing for the year ahead. By downloading this eBook, you'll get expert insights and solutions for:

- Demonstrating brand value through visual media
- Using Twitter as a primary customer service function
- Replacing thought leadership with knowledge demonstration
- Injecting personality into B2B authorship
- And much more!

To learn more about what you can do to strategize for the inbound marketing trends facing your business in 2014, simply fill out the form to the right!



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What best describes me? *

Company Size *

Biggest Marketing Challenge *

What is your top business goal for 2014? *


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4) SpinWeb.



field guide to google hangouts

A SpinWeb guide to make you smarter

3



Google's recently-launched social network, Google+, has been growing steadily and earning more and more attention from mainstream Internet users. Perhaps the most useful and significant feature of Google+ is its ability to empower virtual teams to collaborate via video conferencing, called Hangouts.

In this Field Guide you'll get:

- Comparison of Hangouts vs. other conferencing tools
- Basic user instructions for teams
- Equipment and hardware recommendations
- How to participate in a team Hangout
- How to host a professional business Hangout
- Etiquette and best practices
- Additional resource list

Get the basics of successfully running a Google Hangout with your team. Download the field guide when you complete the form on the right.

1

download the guide

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What is your biggest marketing challenge?


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5) Crimson Hexagon.



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KNOW MORE. KNOW WHY. KNOW HOW.

1

Why Brand Sponsorship Needs a Context Qualifier

3

A Case Study on Two Olympic Sponsors

In the world of marketing, corporate sponsorship there is no formula for best fit. It's a challenge to really know whether your brand is a good match for the content and the medium your agency proposed to you. It's even harder to accurately attribute sales gains from the placement.

In this case study, we examine two worldwide sponsors of the 2014 Winter Olympics in Sochi: Panasonic and Omega SA. Download my our case study and learn how you can apply new *context qualifiers* to your media planning efforts and sponsorship decisions.

2

Download Case Study on Context Qualifiers

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Please let us know if you have any questions:

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6) Fisher Tank Company.



Serving the Storage Tank Industry Since 1948

Select The Right Above Ground Storage Tank With This AST Comparison Guide

When making the decision to purchase an above ground storage tank (AST), size and location aren't the only things to consider – in fact, they're not even the first. Before you determine how big the tank needs to be or where you want it to stand, you need to decide what material it's to be constructed from.

We've compiled this helpful AST Comparison Guide, which outlines:

- The top advantages of welded steel tanks versus other tank materials
- An at-a-glance comparison chart of welded steel, concrete and bolted steel tanks
- A helpful tool to determine the total cost of ownership for these tank types

Make the best choice when building your next storage tank project with the help of this free comparison guide.

To download, simply fill out the form at right!



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7) Corp/U.



Drive Business Performance with Connected Learning



Can well-crafted digital learning trump today's face-to-face programs for emerging leaders?

We are at crucial point in the evolution of digital learning and it's time to jump in. Changes within the business environment demand innovative learning solutions.

The perfectly choreographed interplay of Connected Learning:

- ✓ Combines expert teaching, your business context and peer collaboration
- ✓ Builds a reinforcing loop between learning and doing to collectively make better decisions
- ✓ Connects learners from around the globe to solve real business problems
- ✓ Guides executives on a learning journey to maximize engagement, development and results
- ✓ Accelerates leadership development while boosting business outcomes

Learn why Connected Learning is the future of executive education for emerging leaders in "Connected Learning Super Hero Driving Performance."

Read "Connected Learning: The Super Hero Driving Performance" by Alan Todd, CEO of CorpU

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3. Interesting template with overlapping layers

2

1

8) CoreDial.



The Interconnect's Essential Guide to Offering Cloud Communications

There are many options and many questions to be asked when considering adding Cloud Communications Services to your business model.

Adding these services to your existing offering can open up the doors to new prospects that have interest in unified communications, as well as your existing Interconnect services.

Fill out the form to the right to download our **Interconnect's Essential Guide to Offering Cloud Communications** to help you **understand the requirements and considerations** you need to make, as well as the **upside for your business**.



Complete the form to download the **Communications Guide for FREE**

CoreDial's flexible software platform, web portal and great business model has allowed BNCVoice to grow at a double digit rate. Our speed-to-market is a direct response to their support and innovative approach to the industry..

— Tom Jacobs, CEO, BNCVoice

Download A Cloud Communications Guide for Interconnects

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What CoreDial Services do you want more information about? *

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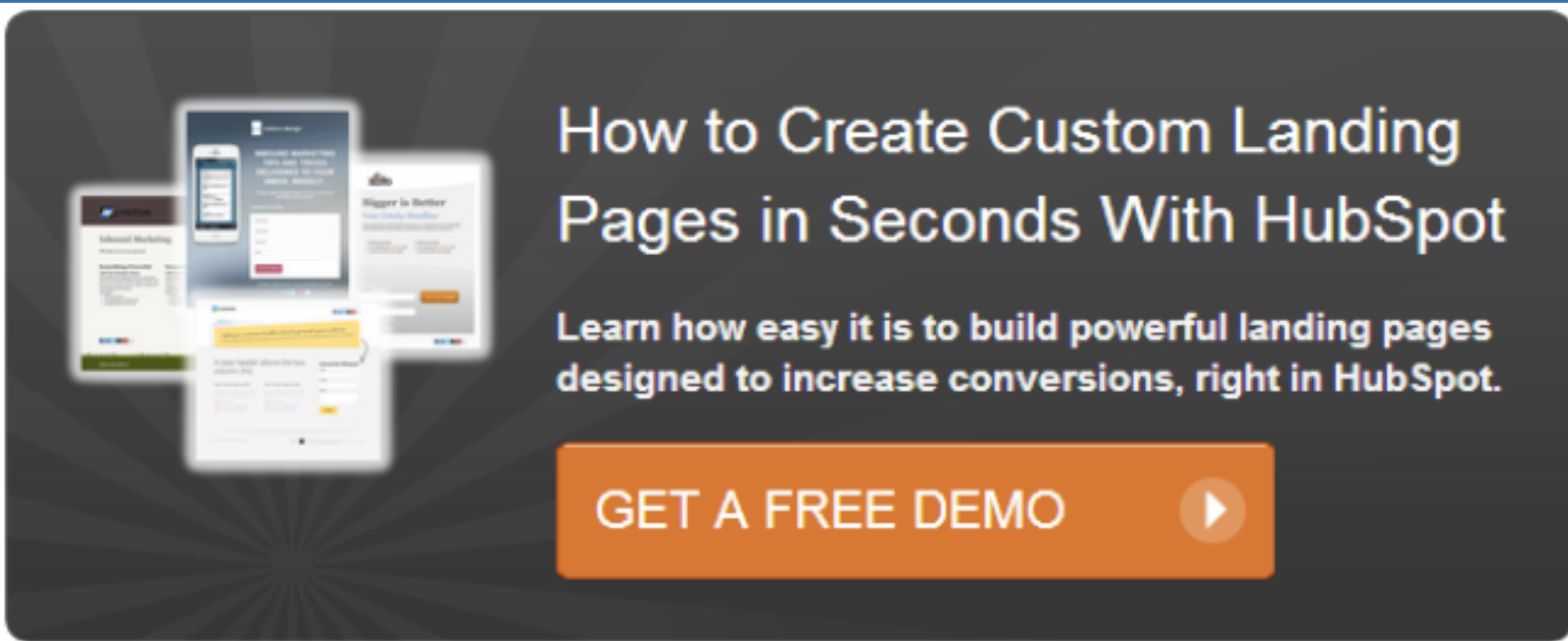
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2. Clear path to fill out the form on the page (with the arrow)
3. Bolded text throughout helps highlight keywords

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Thanks for Reading!


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See how HubSpot can help you improve your website conversion rates. Get a demo now!

An advertisement for HubSpot's landing page creation tool. On the left, there are four overlapping images of various landing pages designed for different purposes, such as lead generation and product promotion. The background of the ad is dark with a subtle radial pattern. The text is in a clean, sans-serif font.

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